Hello, I am Bhakti. We got Problem regarding to get accurate and up to date Sales Report of Retail company Axon to help Managing and Analyzing Data So management can take their quality decision on timely manner and improve profit. Here, I have used SQL, Power BI as tools. First, I import all Data on SQL and did some Analysis to understand Data. After that I connect Power Bi through SQL with ODBC(Open Data Base Connector) to load Data. Power BI is visualization tool from where management can easily analyze data and able to take business profitable decisions quickly and timely.

In Power Bi, First I did some basic cleaning of data like remove blank rows, Duplicate rows, error rows, Splitting, Rename etc. in Power Query Editor. We can do transformation and Cleaning in Power Query Editor.

Then, After cleaning, I created column of Sales (priceEach * orderedquantity) in Table View to work on that. After that create other measure to work on them like sum of sales etc.

Here, we don't have cost amount so we can not calculate Profit. We have total 3 price here,

(1) PriceEach - which is in order table so that is the selling Price.

(2) MSRP- which is max selling price on the product.

(3) BuyPrice – which is on Product Table with the Product Vendor column so this the Price on which we purchased raw material or any other thing from vendor.

Then we have to assemble items so labour price on the top of Buy price which will then become our Cost price. But here we don't have labour or assemble price so not able to calculate cost and profit.

But can perform Discount from (MSRP- PriceEach), which I did in MYSQL and observed that discount is not the measure that is affecting decreasing sales.

Here, In Power BI, you can see that your sales is decreasing and so that you can make some strategies in time and enhance productivity. I created Sales by Productline and Sales by employees, offices.

You can use drill down feature and see the data where we had more or less Sales. I Created Page of Sales_Productline so management can easily see when, which product is making profit and which is not and see which things are factor for High Cost- Low Demand which is not Profitable for small company. After that management can Reevaluate their Strategies.

I created page of office- employee to see that which office/employee making more profit/loss.

 I have also created cancel order analysis sheet where you can Analyze order which are not shipped or Resolved. When it happened and read comments and Improve your decision making with this Feature in the Future as well.

Hope this data will Surely help in your Data Driven Decision.

Thanks.